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Specification and Drawings, as originally filed, with Application for Patent Serial No:
2,392,637, on July 5, 2002, by **nID SOLUTIONS INC. A DIVISION OF 2004221**
ONTARIO LIMITED, assignee of Harsch Khandelwal, Michael Blackburn, Paul Hoskins
and Gregory Alexanian, for "System and Method for the Capture, Storage and Manipulation
of Remote Information".

Tracy Paulhus
Agent certifié/Certifying Officer

July 9, 2003

Date

Canada

(CIPD 68)
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OPIC  CIPO

Abstract of the Invention

A system and method for the capture, storage and manipulation of remote information is disclosed. The system includes at least one remote information capture device located at a remote site for capturing remote data, a central database accessible by the remote capture device for storing the captured remote data, and a computer program operative to manipulate the captured data. The method includes the steps of capturing remote data, storing the captured remote data, and manipulating the stored data.

System and Method for the Capture, Storage and Manipulation of Remote Information

Field of the Invention

5

The present invention relates generally to data collection and manipulation methods and systems, and more particularly to a consumer information capture system and method.

Background of the Invention

15 With the growth over the years of age-restricted products such as lottery tickets, adult magazines, guns and ammunition, fireworks, condoms, smoking patches, medical supplies, alcohol, tobacco, vehicles, and rental movies, as well as age-restricted services such as gambling, movie theaters, and adult entertainment and licensed establishments, businesses and governmental agencies have had to develop policies to determine proof of age.

20 The use of driver licenses to serve as identification in various applications has grown over the years to include applications such as the purchase of alcohol, tobacco or lottery products, as well as for gambling in casinos, movie theaters, allowing ingress into licensed establishments. All of these applications have an age requirement for the purchase of a product at a
25 point-of-transaction or for ingress into an establishment, and the driver license is the document used to provide age identification and all age verification is commonly accomplished in a relatively quick manner.

30 There are various forms of identification that are commonly accepted by businesses and government agencies as proof of age. The most convenient forms of identification are government issued documents such as a driver's license, passport, social security card, voter's registration card, and immigration card. Another example of an identification document is a smart card that contains memory provided by an embedded integrated circuit. These

documents provide personal information regarding the authorized bearer of the identification document in at least one machine-readable medium such as a barcod or magnetic stripe. Many identifying documents have more than one machine-readable medium for storing identifying information. For
5 example, a driver's license typically includes a photograph, printed textual information, and visible encoded information such as a barcode. In some cases a magnetic stripe provides a higher level of security and additional information regarding the bearer. For example, the information stored in the magnetic stripe of a driver's license may include identifying information about
10 the authorized bearer, such as eye color, hair color, height, weight, and biometric patterns. The barcode and magnetic stripe may also include data related to ascertaining the age of the bearer. Alternatively, the above information may be stored in the memory of an embedded integrated circuit on a smart card.

15

There is also a need to authenticate the contents of a driver license, such as authenticating identification for credit card and check writing at point-of-sale. Further uses include authenticating driver licenses in police cars, ports of entry such as domestic and foreign airports, seaports, rail stations
20 and border checkpoints, and points of entry to government/military buildings and other sensitive areas. Verifying identity is also important in other areas such as child day care centers and post offices to verify parcel pick-up and drop-off.

25 The problem of readily available fraudulent identification cards has cost many retailers fines, loss of tobacco and liquor vending licenses, and subjected them to other forms of civil and criminal liability. Over the years, various attempts have been made to prevent or detect the use of fake identification cards, but without a great deal of success. To help prevent the
30 use of fraudulent identification, government agencies have begun issuing new driver licenses with embedded code, or even encrypted coded information, with machine-readable formats that conform to industry/governmental standards.

Establishments wishing to avoid the sale of tobacco or alcohol to minors may check the photograph and date of birth printed on driver's licenses. However, the problem is that many youths and others have easy access to counterfeit identification. Accordingly, there is a need to confirm the correct age of a customer wishing to purchase alcohol, tobacco and other age-controlled products and services by reading encoded data on at least one machine readable medium.

Early prior art methods to control the verification of an individual's identity involved the use of paper ballots, and the manual entry of handwritten information from these paper ballots. Using paper ballots for data collection and personnel for manual data entry. Traditional analysis of this data is conducted with spreadsheets.

More recent prior art identity verification methods and products involve services and data collection systems that include cumbersome and outdated equipment, if available at all, and often go unused since it is labor intensive to verify ID's. This equipment is typically non-user friendly and the equipment and manpower are typically underutilized resulting in a lack of information sharing within industries that could otherwise benefit from sharing such as the bar & beverage industry, special interest groups like MADD (Mothers Against Drunk Driving), the tobacco industry, and health organizations and associations.

What is needed is a method of authenticating the contents of identification cards so that any access to a product or service having an age requirement is satisfied at the time of access in a quick and convenient manner, to safeguard businesses and others against the penalties that may otherwise be encountered from the use of fraudulent identification cards.

30

For the foregoing reasons, there is a need for an improved method and system for personal identification authentication.

Summary of the Invention

The present invention is directed to a system and method for the capture, storage and manipulation of remote information. The system includes
5 at least one remote information capture device located at a remote site for capturing remote data, a central database accessible by the remote capture device for storing the captured remote data, and a computer program operative to manipulate the captured data.

10 In an aspect of the present invention, at least one capture device includes a bar code reader. In an aspect of the present invention, at least one capture device is a wireless device to enable operator mobility. In an aspect of the present invention, the remote information is patron data.

15 The method includes the steps of capturing remote data, storing the captured remote data, and manipulating the stored data.

Venues and businesses have the ability to demonstrate not only compliance with legislation but good corporate governance with being able to
20 display and effect due diligence proof, therefore benefiting their best business practices but also their proactive approach that they can then leverage into good public relations within the community.

The invention is easy to use for untrained data collection labor. There
25 is a high rate of consumer data collection ability of the units as well as the ability to quickly and cost effectively display the captured data to the clients management team in a more timely manner than the paper ballot system.

The invention enhances the profitability, cost effectiveness, efficiency,
30 and quality of the ID experience for customers of the verifier and the identity verification products and services community.

The invention can incorporate loyalty and rewards programs. Administration is quick, simple and done on an automated basis nabling

costs to clients to be kept as low as possible. The data provides detailed and accurate information on the target market accounting of charges relative to the data requested, thus the mountains of support documentation clients received through alternative channels previously are no longer needed. It can
5 become so simple that the acceptance and transmission of the data becomes the invoice and authorization for payment.

Verifiers and other potential clients can take advantage of this simplified, yet very effective, process for their identity verification products and
10 services requirements. A verification is performed, the data downloaded, supported by 1d and 2d reading to ensure accuracy, which in turn is posted on the exchange providing accurate information making it easy to receive data and thus allocate advertising resource dollars more efficiently and cost effectively.

15

Other aspects and features of the present invention will become apparent to those ordinarily skilled in the art upon review of the following description of specific embodiments of the invention in conjunction with the accompanying figures.

20

Brief Description of the Drawings

These and other features, aspects, and advantages of the present invention will become better understood with regard to the following
25 description, appended claims, and accompanying drawings where:

Figure 1 is an overview of an ID authentication system in accordance with the present invention;

Figure 2 is an overview of an ID authentication method in accordance with the present invention;

30 Figure 3 illustrates a handheld device in accordance with an embodiment of the present invention;

Figure 4 illustrates an information capture screen;

Figure 5 illustrates an e-mail manipulation screen;

Figure 6 illustrates customizable survey questions with drop down lists;

Figure 7 illustrates a signature capture screen;
 Figure 8 illustrates a proof of consent screen;
 Figure 9 illustrates an e-mail manipulation screen;
 Figure 10 illustrates customizable survey questions with drop down
 5 lists;
 Figure 11 illustrates a signature capture screen; and
 Figure 12 illustrates a proof of consent screen.

Detailed Description of the Presently Preferred Embodiment

10

The present invention is directed to a system and method for the capture, storage and manipulation of remote information. As illustrated in Figure 1, the system 10 includes at least one remote information capture device 12 located at a remote site for capturing remote data, a central
 15 database 14 accessible by the remote capture device for storing the captured remote data, and a computer program 16 operative to manipulate the captured data.

In an embodiment of the present invention, at least one capture device
 20 includes a bar code reader. In an aspect of the present invention, at least one capture device is a wireless device to enable operator mobility. In an aspect of the present invention, the remote information is patron data.

As illustrated in Figure 2, the method includes the steps of capturing
 25 remote data 102, storing the captured remote data 104, and manipulating the stored data 106.

TABLE 1: Reference No. Information

30	112	JURISDICTION (U.S. (STATE) OR CANADA (PROVINCE))
	114	GRAPHIC OR LOGO OF JURISDICTION

	116	DOCUMENT TYPE
	118	NAMES AND ADDRESS OF INDIVIDUAL OF THE DOCUMENT
5	120	PARTICULARS OF THE INDIVIDUAL OF THE DOCUMENT
	122	SIGNATURE OF INDIVIDUAL OF THE DOCUMENT
	124	PHOTOGRAPH OF INDIVIDUAL OF THE DOCUMENT
10	126	IDENTIFICATION NUMBER OF DOCUMENT
	128	DATE OF BIRTH (DOB)
	130	US128 BAR CODE
	132	MAGNETIC STRIP
15	134	ANSI-20.1; 1993 CHARACTER SET OR 2D BAR CODE PDF-417
	136	JURISDICTIONAL TEXT

TABLE 2: Information Captured

20	<ul style="list-style-type: none"> • License Number • Name (First, Middle & Last) • Date of Birth • Sex
25	<ul style="list-style-type: none"> • Address, City, Province, Postal Code • Height / Weight • Hair Color / Eye Color • License Expiry Date

30 Email Address

- Entry Keys Provided for:
 - Backspace
 - Clearing the Entry
-

- **First Name**
- **Last Name**
- **Toggling Domains**

5 **Team members use the hand-held units to collect information on a consensual basis from driver's licenses of patrons at the bar. They also collect email addresses and responses to survey questions, such as: How many beers a week do you drink on average? What is your primary beer brand preference? What University/College do you go to, if any?**

10

At the end of the event, the team leader connects the unit to a phone line and the data is transferred in encrypted form to back-end servers over a dial-up Internet connection. While the unit is connected, any program updates are automatically conducted. With the data residing on servers, the team
15 **leader then logs on to a relevant section of the site and creates a new event to which the data is assigned. Analysis can then be conducted on this data specifically or the whole data set collected to date. For example, the team leader can view the responses and other statistics by event type, such as Blind Data Promotion or event tickets giveaways, and/or location.**

20

The system can be used in a similar fashion for other markets like automotive dealerships, real estate agents for open houses, or energy savings corporation representatives. The invention provides an age verification information product and their related loyalty and reward program
25 **data mining.**

The invention facilitates the capture of bar code and magnetic stripe age verification data from mobile readers. The invention can be expanded to become a gateway to gather consumer information, conducting field survey
30 **and gathering email addresses will allow a company to offer a far greater range of meaningful services to target clients. The various age-verification and data collection can virtually remove the possibility of human error in authenticating ID's while ensuring the accuracy and quality of data collected.**

The hand held wireless devices can track specific data that can be shared by appropriate parties through secured Internet communications.

In an embodiment of the present invention, the system includes a
5 handheld unit that uses a docking cradle to upload captured information into
the hosted database while using a proprietary software application, providing
is a tool for cost effective, real-time communications of related functions and
delivery of all reporting necessary to satisfy client needs, and provide a data
collection gateway into customer initiatives including loyalty and reward
10 programs for many industries such as breweries and tobacco companies. As
through traditional loyalty programs, points or other special offers, can be
awarded based on frequency of purchase and/or other criteria. These offers
are tied to their unique ID or driver's license number enabling through one-to-
one marketing. This will provide valuable information that to date has been
15 virtually impossible to acquire. The invention facilitates the gathering, storing,
management and representation of this information while respecting the
requirements of both consumers and other regulatory as well as legislative
standards by securely hosting the customer's collected data on servers.

20 The invention can significantly lower direct marketing costs through the
use of the database information to target demographic specific customers,
and provide a full loyalty and rewards program database management
system. The invention establishes new innovative initiatives to reduce the
overall cost of identity verification for nightclub establishments by establishing
25 a uniform policy on entrant ID verification, and ease of verification and
authenticity of same for the first time creates a more efficient and productive
business model for the establishment. No more guessing at the authenticity or
validity weight of an ID.

30 By utilizing a verification system, bars are able to conduct a customer
appreciation direct mail campaign. Internet-based software facilitates the
introduction of data-exchange for the purposes of direct mail and electronic
mail marketing programs. A customer data list including complete driver
license information can be collected for tens of thousands of patrons.

Nightclubs are able to gather data on these patrons and identify those that are repeat customers, and run direct mail campaigns to these customers.

5 Additionally, security personnel of a club can use the date and time stamped patron data collected to assist police in identifying alleged assault perpetrators as well as assist police fraud squads and credit card company security to identify credit fraud rings.

10 In tests involving over 200,000 driver's licenses, the multiple results achieved in age authentication and verification have lead to hundreds of confiscated false ID's, patron data collected on an opt in/out permission base and enhanced ability for the security personnel to track club patrons on a dated and time stamped basis.

15 Challenges faced by brewers with a target demographic are twofold: one, the collection of customer data was traditionally conducted using a labor-intensive paper ballot system and secondly, the demographic target has a tendency to have identification from a residence that is not their residence during the school year and often changes form term to term therefore keeping
20 accurate and up to date customer data is almost impossible. The invention integrates an email capture function into a portable handheld unit that is more relevant to the target demographic than a street address. Students have a tendency to keep the same email address all through their college or university years, making the task of keeping electronic addresses up to date
25 easier than traditional addresses. Data collection teams can increase their accuracy of data collection while at the same time increasing the volume of unique customer names. Permission-based opt-in survey information and email addresses can be filtered into a back office for analysis purposes. From this database, brewers can use these addresses to promote special events
30 called "database parties" at licensee establishments.

 Several "special event" type data parties can be hosted using the system to collect and store patron information that can be later used for event success measurement purposes. The system offers businesses increased

rates of data capture as with the previous system, reduced cost compared to previous systems, more accurate and reliable data collected than previous systems, and email capture on handheld unit allowing cost effective customer initiatives for transient college and university population.

5

If on a typically Thursday night, students make this their last stop of the night and as a result venue capacity is unfulfilled prior to 11 pm. In conjunction with the business's database, students can be invited to attend an event at a pub by email invitation sent out at 3 pm on a Tuesday night for a Thursday night promotion. The promotion can offer double their odds to win if they RSVP and in attendance by 9:30 pm Thursday night of the event. In addition, they can be put on a VIP guest list so they will not have to wait in the regular line. Upon arriving, they present their ID to the business rep and are given better odds of winning. For the first time, email can be sent out, RSVP'd to and attendance tracked to determine the success of the events value proposition. The capacity of the venue can be fulfilled much earlier in the evening than would normally been the case, resulting in significantly higher sales for the venue.

20 Information Captured:

License Number

Name (First, Middle & Last)

Date of Birth

Sex

25 Address, City, Province, Postal Code

Height / Weight

Hair Color / Eye Color

License Expiry Date

Email Address

30 Entry Keys Provided for:

Backspace

Clearing the Entry

First Name

Last Name

Toggling Domains**Toggling Domain Extensions such as .com, .net, and .ca****Consent****Proof of Consent**

- 5 **Simple Yes / No – send me information on future events / offers**
- Allows for signature capture**
- Data optimized to occupy minimal disk space**

The invention enables:

10

System Directed Email Invitation**Clear & Simple Message****Demographically Targeted****Small Size Rich Media Text**

15

Links to RSVP**RSVP Tracking****Event Advance Notice for:****Email Response Rate Tracking****Analysis of Event Quality**

20

Event response status**Event Attendance Analysis****Customer Information****Event Analysis****Sample Demographics Report**

25

- 30 **While customers can capture and harvest valuable information from consumers with the intention of remarketing back to a captive audience using our core technologies, they must be able to proof proper due diligence and consent that they have received this consumer information with the consent of the person. Opt-in features and signature capture, as well as web enabled unsubscribe features help keep customers compliant and allow them to demonstrate to their brand loyalists, their desire to respect them as a customer.**

The invention provides "signature capture" capability for consumer consent. Patrons will have to opt in to may choose to opt out when being surveyed so they will not receive any customer information unless they want to. Database storage is in a state-of-the-art secure facility to avoid potential data theft/hacking. Data is captured by & belongs to customers, it is their responsibility to comply with privacy legislation with how they collect, host and use the data collected.

The invention can provide special event database capture, and the required tools for the aforementioned industries in order to meet tactical needs to enhance, maintain and acquire new brand or product loyalists. These tactical needs can be fulfilled by the capture, integration into CRM initiatives and the ability to leverage this information and technology to further drive consumer loyalty through event participation and value offerings.

The invention has the ability for businesses to reach consumers through customer communications and through special offers entice consumers to fill out online surveys so that businesses can gauge the relevance, results or required improvements to enhance the continued success of ongoing and future promotions and product offerings.

In today's marketplace all companies are looking for new ways to maintain and grow their market share. This is particularly true in mature markets such as the beer industry. Beer companies for example need to use a push-pull marketing scenario. They need to have their beer "on tap" at licensed establishments and also need to convince the people visiting those establishments to order their beer instead of their customers. The invention combined with a loyal rewards program for consumers accomplishes both requirements.

The invention includes an ability of retaining patron information initially simply for responding to the issues of, verification and authentication of identification, "double dipping" as well as responding to the banned patron requirements of th hospitality industry.

Other Uses for the invention include :

- 5 • Automotive dealers for rapid capture of driver's license information, verification, database development, test drive tracking and new service customers in order to facilitate more cost effective communications as well as offering the ability to rate their customer experience and drive valuable feedback to the people determining where marketing dollars are being spent as well as improved overall communications with their
- 10 existing customer base.
- All retail establishments involved in the sale of alcohol products (LCBO in Ontario for example)
- All retail establishments involved in offering internal credit facilities to their customers.
- 15 • Consumer Home Shows
- Home Delivery of ID sensitive or Age restricted Products and services
- Car Rental Agencies
- Parking Control
- Service to the long haul companies allowing backend verification of all
- 20 driver's against the MTO database once per year.

The invention provides the following customer requirements for capturing consumer data:

- 25 Portable Handheld Data Collection Unit Software Applications:
 - a) Embedded consumer information on Identification found on the bar code or magnetic stripes on ID's such as a Driver's Licenses.
 - b) Consumer consent either by a simple yes / no or signature capture for due diligence proof of consensual consumer opt-in for Customer Relationship
 - 30 Management (CRM) initiatives.
 - c) Surveys are conducted using the handheld devices so our customers can get immediate filed response from consumers.
 - d) Collect email addresses or telephone numbers

e) Dial up and uploading of data collected using a dial up internet account to our back office servers

Back office software applications allow our customer:

a) Review the aggregate or specific information collected in the filed by:

5 a. Demographic information

b. Survey data collected

b) Conduct on line surveys with consumers.

c) Send rich text emails targeted to their customers specific requests for upcoming event information

10 d) Invite customers to special events or offer other special promotions

e) Track RSVPs of special offer or event invitations

f) Track special offer or event attendance as well as event attendance relative to RSVPs

3. ASP Revenue

15 Secure Hosting of Collected Data

Revenue is based on the rental of hosted services for housing data collected in the field using the portable handheld data collection unit.

a) Outsourced management of hardware

b) Outsourced management of software

20 c) Outsourced management of security relating to collected data

d) Dial up accounts as an upload gateway to the back office servers

e) Various levels of access to information collected from the end consumer, company field representatives, territory managers to senior management and sales and marketing staff.

25 f) Electronic rich text email is an option to be used with the back office services

g) CRM initiatives can be remotely managed using our hardware and software combinations for electronic direct mail marketing

h) Web sites – Internet, Extranet and Intranet sites can all be maintained on this system for our customers.

30 i) Opt-in & Opt-outs – Customers will be able to use this service so they can keep their mailing lists up to date as well as compliant with the wishes of their customers as well as compliance to regulatory and legislative requirements

- j) Data base sweeping services – services such as this are offered to our customer for use so they may contact third parties whether they are government or private sources of obtaining current and accurate data relative to their consumer data base I'd characterize this as an "accuracy" service since holders of personal information have a responsibility to maintain accurate information. "sweeping service" again smacks of data mining. His isn't so much an issue as to what you're doing but how it is characterized. This service will help the "holders" of the personal information to maintain the accuracy of their information holdings.
- 10 k) Loyalty and Rewards Programs – Systems such as this may be used by our customers. These systems offer value to consumers for being brand loyalists and maintaining their loyalty to the brands
- l) Redemption and Auctions – As an augmentation of the Loyalty and Rewards programs, our customers may be able to use this system whereby their consumers can redeem prizes or special offering based on value offered and received and or time related special offers and

1. A scratch and win, having an algorithm that allows for better odds for loyal patrons.
- 20 2. Manual name and license number entry for jurisdictions that do not have bar codes or magnetic stripes

Fulfills Regulatory compliance with ID verification initiatives

Captures consumer information assisting in their CRM initiatives

- 25 Assists them to:

Maintain and increase market share

Increase profitability through brand loyalty marketing

Enhance existing marketing initiatives

Immediate Analysis of and availability to the data generated by their

- 30 Marketing efforts

Customer management done online

Small portable unit

Easily connected to the Internet for back Office data analysis

Identifies "double-dippers"

Maintains a banned / VIP list or custom messages

Customer survey support

Integrated bar code & magnetic Stripe reader

5 Email address capture

Signature capture

Large data storage capacity

- 10 • The invention facilitates single source communications and marketing of all age verification related management services**
- Capture strategic information from consumers for clients to leverage their advertising, marketing, CRM and loyalty and reward program strategies**
- Use Strategic Alliances to enable rapid deployment of new products**

15

20 Venues and businesses have the ability to demonstrate not only compliance with legislation but good corporate governance with being able to display and effect due diligence proof, therefore benefiting their best business practices but also their proactive approach that they can then leverage into good public relations within the community.

25 The invention is easy to use for untrained data collection labor. There is a high rate of consumer data collection ability of the units as well as the ability to quickly and cost effectively display the captured data to the clients management team in a more timely manner than the paper ballot system.

The invention enhances the profitability, cost effectiveness, efficiency, and quality of the ID experience for customers of the verifier and the identity verification products and services community.

30

The invention can incorporate loyalty and rewards programs. Administration is quick, simple and done on an automated basis enabling costs to clients to be kept as low as possible. The data provides detailed and

accurate information on the target market accounting of charges relative to the data requested, thus the mountains of support documentation clients received through alternative channels previously are no longer needed. It can become so simple that the acceptance and transmission of the data becomes the invoice and authorization for payment.

Verifiers and other potential clients can take advantage of this simplified, yet very effective, process for their identity verification products and services requirements. A verification is performed, the data downloaded, supported by 1d and 2d reading to ensure accuracy, which in turn is posted on the exchange providing accurate information making it easy to receive data and thus allocate advertising resource dollars more efficiently and cost effectively.

- Accurate and efficient capture of industry-specific personal consumer data in a manner which complies with industry/geographically-specific privacy legislation
- Rapid transfer of such data to data storage
- Electronic use of such data for industry-specific loyalty/rewards programs
- Electronic use of such data to drive consumers to desired locations
- Electronic analysis of target consumer demographics and effectiveness of loyalty/rewards programs
- Speed and accuracy of data capture
- Secure data transmission to data storage
- Online analysis of data
- E-marketing engine for contacting client's customers
- Management of customer profile by establishment

Although the present invention has been described in considerable detail with reference to certain preferred embodiments thereof, other versions are possible. Therefore, the spirit and scope of the appended claims should

not be limited to the description of the preferred embodiments contained herein.

What is claimed is:

1. A system for the capture, storage and manipulation of remote information, the system comprising:
 - 5 at least one remote information capture device located at a remote site for capturing remote data;
 - a central database accessible by the remote capture device for storing the captured remote data; and
 - a computer program operative to manipulate the captured data.
 - 10 2. The system according to claim 1, wherein at least one capture device includes a bar code reader.
 3. The system according to claim 1, wherein at least one capture device is a
15 wireless device to enable operator mobility.
 4. The system according to any one of claims 1 to 3, wherein the remote information is patron data.
 - 20 5. The system according to claim 4, further including a verifier for efficiently verifying captured data.
 6. The system according to claim 4, further including an Internet address generator for the quick generation of email addresses leveraging common
25 extensions in combination with a captured patron name.
 7. The system according to claim 4, further including an efficient signature capturer for reducing overhead when capturing patron signatures.
 - 30 8. The system according to claim 4, wherein at least one capture device includes a magnetic stripe reader to efficiently capture patron information.
 9. The system according to claim 4, further including an electronic marketing engine to enable electronic marketing utilizing the captured data.
-

10. The system according to claim 4, further including patron interface for patron participation.
- 5 11. The system according to claim 4, wherein the system further includes a fraudulent use detector.
12. The system according to claim 4, further including an electronic contest generator.
- 10 13. The system according to claim 4, wherein the system can be uploaded with one or more global rules to enhance functionality.
14. The system according to claim 4, further including means for driving
15 customers to a web site utilizing the captured data.
15. The system according to claim 4, further including an incorporator for incorporating captured data within a multimedia presentation.
- 20 16. The system according to claim 4, further including a privacy consent selector for capturing patron approval.
17. The system according to claim 4, further including a digital camera for capturing patron photos.
- 25 18. The system according to claim 1, wherein the remote information is security rounds data.
19. The system according to claim 1, wherein the remote information is
30 parking data.
20. The system according to claim 1, wherein the remote information is security rounds data.

21. A method for the capture, storage and manipulation of remote information,
the system comprising:

- (i) capturing remote data;
- (ii) storing the captured remote data; and
- 5 (iii) manipulating the captured data.

22. A system for the capture, storage and manipulation of remote information,
the system comprising:

- means for capturing remote data;
 - 10 means for storing the captured remote data; and
 - means for manipulating the captured data
-

1/8

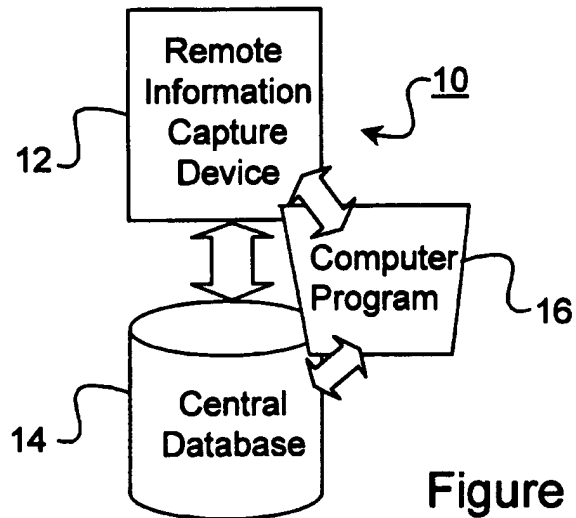


Figure 1

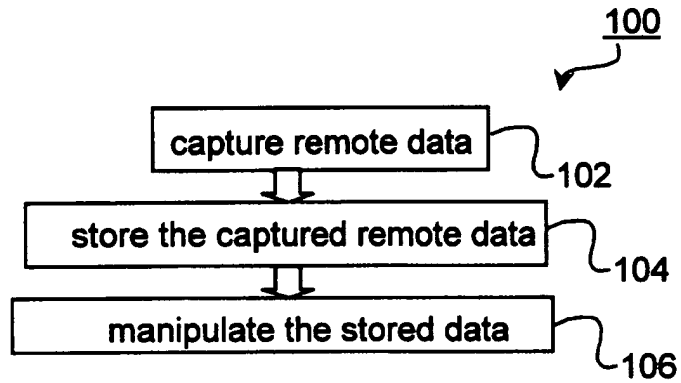


Figure 2

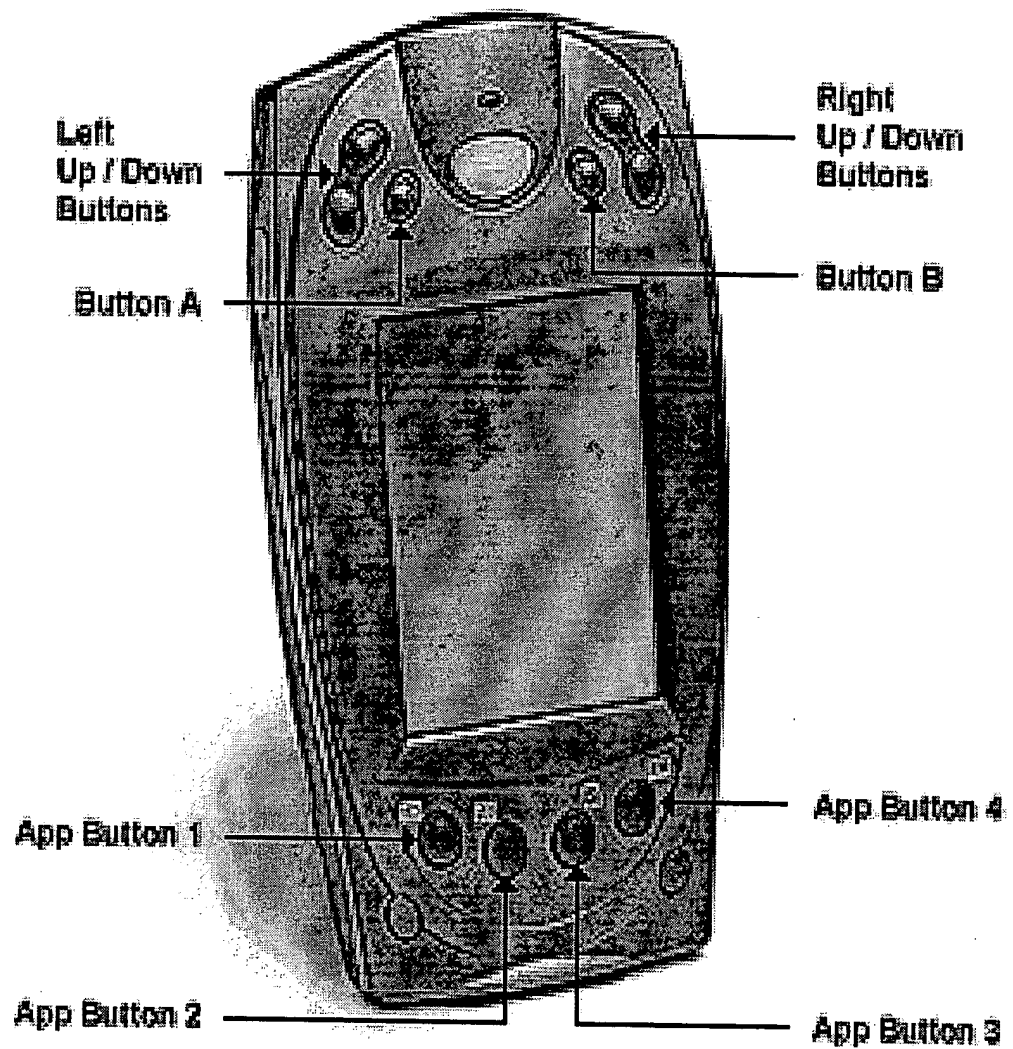


Figure 3

Patron Details	
License Number:	F000004
First Name:	JANET
Middle Name:	S
Last Name:	DOE
Date of Birth:	12/25/1975
Sex:	F
Address:	12 HUNTINGTON RD
City:	TORONTO
Province:	ON
Postal Code:	M2V 1S3
Height:	5' 1"
Weight:	
Hair Color:	
Eye Color:	
Email Address:	JD@HOTMAIL.COM
Expiry Date:	12/25/2003

Figure 4

Email Address																																												
1	2	3	4	5	6	7	8	9	0	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	-	@	.	BS	CLR	FN	LN	TD	YE
JD@HOTMAIL.COM																																												

Figure 5

AGREEMENT

I am hereby permitting the owner of this establishment to contact me via email or regular mail. I also agree to receive age sensitive materials from Alcohol and Tobacco companies which are affiliated with this establishment.

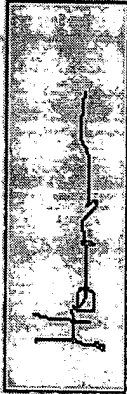


Figure 6

Would you like to hear about future offers, events or promotions from Molson?

☒ Yes ☐ No

How many beers a week do you drink?

☒ None ☐ 1-6 ☐ 7-12

☐ 13-24 ☐ 25+

Current college / university (if any)?

University of Waterloo

What are your brand preferences?

Regular Canadian

Secondary Export

Occasional Corona

Figure 7

From: Turret-Mason (Rob.Hart@turret-mason.com)

To: HARSCH VIKARDEL WAL

Cc:

Subject: Turret-Mason, Daytona V.I.P. Party

TURRET NIGHT CLUB

Hey Harsch,

Cheap Date Daytona V.I.P. Party e-Invite

Thursday Night, January 31st

V.I.P. reception: 9:00-10:00

The Skinny

No cover if you've received this email.

\$5 cover for everyone else.

Be sure to bring your ID with you, scan it in when you arrive, and you are entered into the Daytona Trip give-away.

V.I.P. attendees will receive an exclusive contest opportunity to win a trip for 2 to Daytona FL. for reading week.

Don't forget to check out the Coors Light Campus Survival Contest, where we'll give away a Coors Light Mountain bike valued at \$1000.00

Molson Hospitality included.

Please RSVP using the appropriate link below:

[Count.mia.in](#)

[11.2353](#)

Cheers!

I AM CANADIAN

Figure 8

Event Response Status

Cheap Date Daytona ☒

Response Summary

	Total	Male	Female
Emailed:	364	238 (65.4%)	126 (34.6%)
Responded:	122 (33.5%)	78 (63.9%)	44 (36.1%)
Accepted:	97 (79.5%)	64 (66.0%)	33 (34.0%)
Declined:	25 (20.5%)	14 (56.0%)	11 (44.0%)
Attended:	49 (13.5%)	35 (71.4%)	14 (28.6%)

Figure 9

Figure 10

Figure 11

Figure 12